

Message Text

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16

ACTION AF-06

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AMEMBASSY YAOUNDE

UNCLAS DOUALA 0067

E.O. 11652: N/A
TAGS: BEXP, BFOL, CM
SUBJECT: VISIT OF CAMEROONIAN BUSINESSMAN

PASS CMM OCWIEJA

1) DAVID TAGNE (RHYMES WITH "DANE"), GEN. MANAGER "ECONOMAT DU PEUPLE CAMEROUNAIS" (EPC), ARRIVES WASHDC EARLY THURSDAY FEB. TWENTY ON WHAT HE CALLS "BUYING TRIP" TO U.S.

2) TAGNE, BILINGUAL, HAS M.A. ECONOMICS AND BUSINESS FROM BELGIAN UNIVERSITY, CURRENTLY IMPORTS CLOTHES, CANNED FOODSTUFFS, PLUMBING FITTINGS, BUILDING MATERIALS AND PORTABLE RADIOS FROM EUROPE AND JAPAN. SELLS THESE THROUGH HIS OWN GENERAL MERCHANDISE RETAIL OUTLETS DOUALA AND FABOUSSAM. ALSO CLAIMS EXPORT FRESH FOODS TO EUROPE, GABON, C.A.R., FOR TOTAL ANNUAL SALES TEN MILLION CFA.

3) TAGNE CLAIMS HE VERY INTERESTED FINDING ADDITIONAL PRODUCTS, ALTERNATE SUPPLIERS, AGENCY AGREEMENTS, SO WOULD LIKE TO TALK WITH AMERICAN PRODUCERS ELECTRONICS, TOYS, PLUMBING AND BUILDING MATERIALS DURING HIS ONE-MONTH TRIP TO U.S. FYI BAFOUSSAM IS HEART OF COFFEE PRODUCTION AREA, ECONOMICALLY WELL-BASED BUT NOT UNIVERSALLY ELECTRIFIED, SO SMALL SELF-POWERED AGRICULTURAL EQUIPMENT WELL RECEIVED THERE. TAGNE ALSO WANTS TALK WITH NOMO OF GURC EMB, MIGHT GET OTHER SUGGESTIONS THERE.

4) COMMENT: ALTHOUGH TAGNE AND EPC BOTH YOUNG, HE APPEARS BOTH SERIOUS AND WELL CAPITALIZED. HE ALSO APPEARS TO BE IN RUSH, AS
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HE WOULD NOT WAIT TO TALK WITH TIMBER MISSION NEXT WEEK. WTDR

BEING PREPARED, BUT HE WOULD BELIEVE BUSINESS CONTACTS SHOULD BE
ENCOURAGED AND HAVE GIVEN HIM OCWIEJA'S NAME. APPRECIATE ANY
ASSISTANCE YOU CAN OFFER SUGGESTING POTENTIAL SUPPLIERS,
COMPANIES FOR WHICH HE CAN ACT AS AGENT, AND WOULD BE INTERESTED
YOUR COMMENTS AT CONCLUSION HIS VISIT.
MITHOEFER

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